



Public & Media Relations Training: Take Control of Your Message

Live Satellite/Internet Broadcast

January 29-31, 2008

Register online by January 8, 2008

Who Should Attend:

Experienced staff responsible for communicating information to the media and to the general public. Staff must have experience as a PIO or have completed NIC's Public and Media Training Program.

Open to qualified staff working at all levels in jails, prisons, parole, probation, pretrial services, juvenile justice, and other corrections-based organizations.

CONTACT

Mike Dooley
303-365-4404
mdooley@bop.gov
or

Ed Wolahan
303-365-4419
ewolahan@bop.gov

for more
information.

On January 29-31, 2008, the National Institute of Corrections will host a live, 3-day interactive training program specifically designed for individuals responsible for communicating information to the media and to the general public. This 22-hour training program encompasses a "blended learning" approach using onsite classroom-based course facilitation and live instruction via satellite/Internet.

NIC will provide the content, training, and technical support for site facilitators to conduct the training program locally. Upon completion of "Public and Media Training: Take Control of Your Message," participants will be able to:

- Control an interview.
- Conduct a successful news conference.
- Write a news release that gets attention.
- Present your case to the public.
- Execute crisis communication plans during an emergency.
- Identify and use interviewing skills.
- Utilize strategies for communicating effectively.
- Identify strategies for working with current and emerging media.



Training Prerequisite: Registered participants will receive a copy of NIC's DVD, "Public and Media Relations: Gaining Confidence and Competence." Site coordinators are required to verify that participants have viewed the DVD before the training program.

Practice exercises designed to assist participants with increasing their knowledge and skills in the areas of public and media relations will be conducted during the training program.

This training broadcast is available without charge to any agency or facility nationwide with access to the Internet or a satellite dish or downlink (both analog C-Band and digital KU-Band transponders). If your agency does not have its own satellite dish, check to see if a local college, federal prison, or hotel in your area has a downlinked meeting room. If you cannot find a site locally or need information on viewing the broadcast using the Internet, then please contact Ed Wolahan for assistance.

Participating sites that register by **January 8, 2008**, will be able to download satellite coordinates and Internet access information as well as the Site Coordinator and Participant Guides, and recommended reading materials from NIC's web site at www.nicic.org. Local site coordinators will download and make copies of the Participant Guide for each participant. It is suggested that participants download the recommended reading material for their own information. Coordinators are strongly encouraged to convene their groups at least one hour before broadcast time and to continue discussions after the broadcast.

Call in questions using the toll-free telephone number shown during the broadcast.

U.S. Department of Justice
National Institute of Corrections

Washington, DC 20534

Official Business

Penalty for Private Use \$300

Address Service Requested

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A Live Satellite/Internet Broadcast from the National Institute of Corrections

"Public & Media Relations: Take Control of Your Message" *January 29-31, 2008*

Register online by **January 8, 2008**.

Material is available *only* from our Web site.

All agencies that register will be accepted.

www.nicic.org/Broadcasts

Find Your Time Zone - Know Your Broadcast Times - Register by January 8, 2008

**Eastern Time
11:00 AM**

**Central Time
10:00 AM**

**Mountain Time
9:00 AM**

**Pacific Time
8:00 AM**

"Public & Media Relations: Take Control of Your Message" is a 22-hour interactive training program using live, interactive instruction via satellite/Internet in conjunction with onsite training facilitation.

Actual broadcast schedule and facilitation times are available at *www.nicic.org/Broadcasts*.

Register online at *www.nicic.org*

CLOSED CAPTION IS AVAILABLE FOR THE HEARING IMPAIRED.